



CASE STUDY

PA STARTER

CoverMyMeds reduces call center volume up to 22 percent¹ and increases first-time electronic prior authorization (ePA) submissions by 13 percent.²

PA StarterSM
powered by **covermymeds**[®]

MARKET NEED

Historically, health care professionals (HCPs) and payers have relied on traditional methods such as phone and fax to complete and review prior authorization (PA) requests. These channels make for an inefficient and time-consuming process, resulting in unnecessary operational costs for payers and patients abandoning prescriptions 40 percent of the time.³

PA Starter is easily implemented within the payer's call center and allows representatives to quickly initiate an ePA request for a provider. By catching the provider in the moment of completing a PA request, the agent is able to convert them to a more efficient, electronic workflow.

As a result, payers experience increased operational efficiencies and cost reduction and providers benefit from reduced PA burden. This allows both parties to play a role in helping patients get the medications they need to live healthy lives.



HOW IT WORKS

STEP ONE: INBOUND CALL

Provider contacts the call center to complete or receive assistance with a PA request.

STEP TWO: ELIGIBILITY CHECK

Call center agent confirms the patient's insurance eligibility.

STEP THREE: INITIATION

Agent initiates the PA request electronically and instructs the provider on how to access the request online.

STEP FOUR: COMPLETION

Provider accesses the request on CoverMyMeds, completes the required information and submits the ePA to the payer for review.

IMPLEMENTATION

In Q4 2016, a large pharmacy benefit manager (PBM) partnered with CoverMyMeds to roll out PA Starter in all its call centers nationwide. The PBM wanted to achieve the following objectives:



AUTOMATION

Reduce inbound calls by enabling call center employees to easily initiate an ePA request and share it with the provider.



EFFICIENCY

Decrease costs and increase ePA volume by breaking the provider's habit of calling in for PA request assistance.



ADOPTION

Drive and retain adoption of an electronic solution for non-ePA providers.

RESULTS

Between October 2016 and April 2017, PA Starter achieved the following results:



DECREASE IN INBOUND CALL TRAFFIC¹

The PBM's call centers saw up to a 22 percent monthly decrease in inbound call traffic year-over-year, allowing for a shift in valuable resources.



ePA REQUEST INITIATION TIME¹

Call center agents were able to start an ePA request in less than 60 seconds, freeing up time for their next task.



FIRST-TIME ePA SUBMISSION INCREASE²

By targeting providers who were previously reliant on phone and fax, the program resulted in a 13 percent increase in first-time ePA request submissions.



ePA SUBMISSION RETENTION RATE²

In the three months following their initial submission from PA Starter, 38 percent of new NPIs submitted an additional ePA request through CoverMyMeds.

1: Partner PBM data

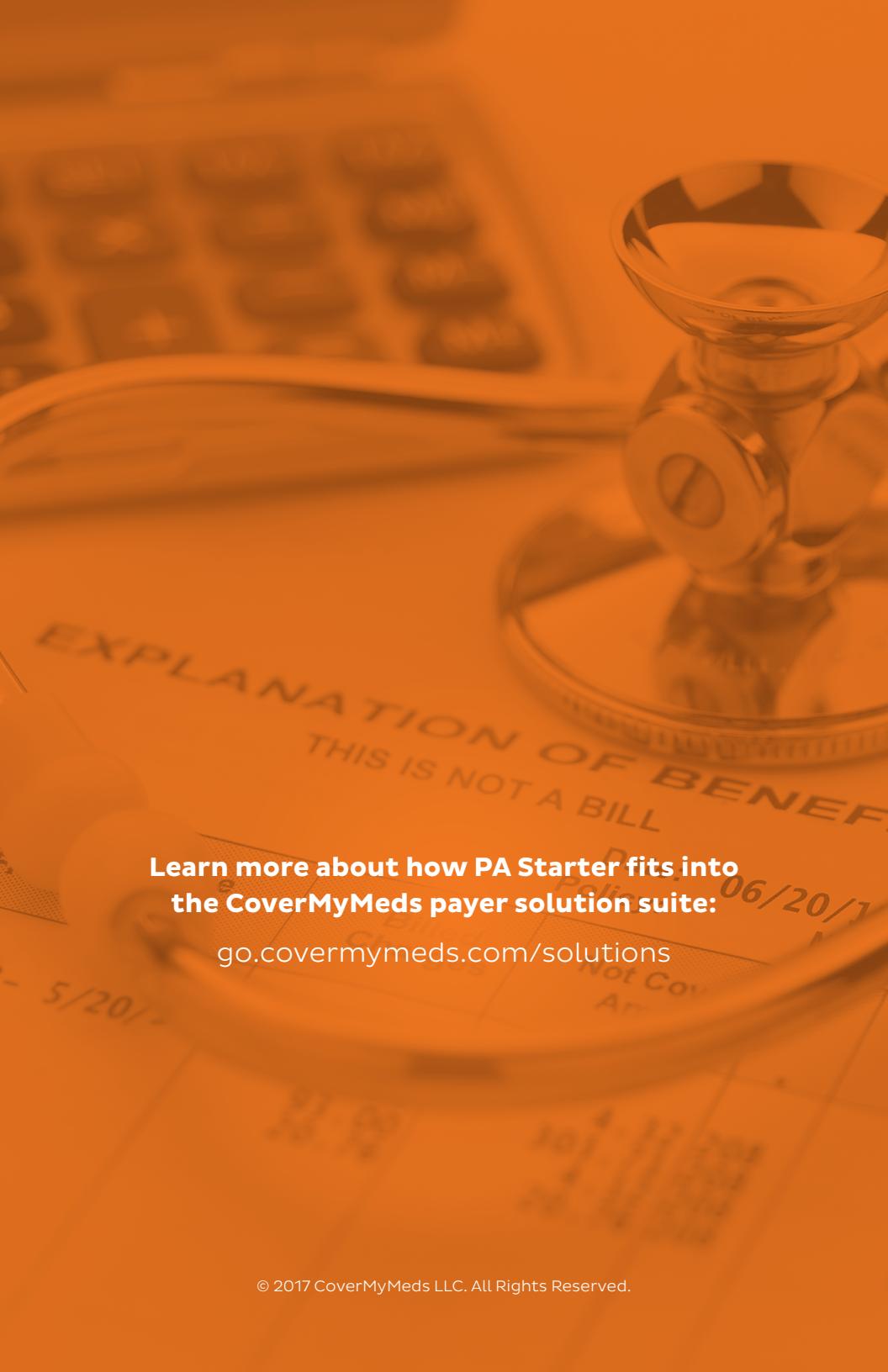
2: CoverMyMeds data

3: ePA National Adoption Scorecard

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CoverMyMeds was a great partner throughout the PA Starter program implementation. By utilizing the materials and training tips they provided, our call center agents were empowered to embrace this solution and it has paid off in a big way. **The efficiencies for us, as well as our network of providers, are impossible to deny.**

– PARTNER PBM



**Learn more about how PA Starter fits into
the CoverMyMeds payer solution suite:**

go.covermymeds.com/solutions